

The Filter

A Cary Services, Inc. Newsletter

Facility & Product Temperature Management | Proactive Budget Control & Preventive Maintenance Specialists

Summer 2011

Technology Update

Notice something different in the mail from Cary Services? As promised in our Winter issue, January 1st marked our migration to a new service software provider to better serve our customers. Though there have definitely been some bumpy spots through the transition (Mark calls them birthing pains), we appreciate everyone's patience as we get customer information updated and corrected from the original upload of files.

The next few months will bring more exciting changes, as we begin to deploy our mobile GPS service. This will enable dispatchers and managers to know the exact, up-to-the-minute location of our service vehicles and, more importantly, for our customers to know the ETA of technicians arriving for service calls!

Following full GPS deployment will be the introduction of mobile office devices. As select technicians are trained and acclimated to using this technology, we hope to see an increase in on-site assistance that technicians can offer our customers. The techs mobile office will, among other things, give them the ability to perform a checklist designed by the office and record data from each location's equipment, ensuring our service is provided with the same level of commitment and accuracy regardless of location or technician.

Finally, in doing our part to "go green," Cary Services is moving towards relying less on paper as a means of getting information from our technicians to our customers and vendors. We plan to actively use the capabilities of our new software to email invoices and statements, and send pay stubs and training material to our 30+ employees. We would like to thank you in advance for your help in making our contributions to the green effort.

We look ahead to the significant effect these changes will have for both our company and our customers.

It's All About Service

Have you noticed that many companies staff their customer service department with people who don't understand how to provide true service? Why is it that when you encounter someone who provides you with good personal service, you can't help but spread the word?

Over time, we have made it a point to observe some great service companies. It seems that the truly great customer service providers have developed some of the following skills:

- They listen to their customers and understand their needs.
- They address their customer's fears and anxieties and develop unique solutions.
- And most important, they always keep the lines of communications open. They never "bury their head in sand" when problems arise. Ostriches make poor service providers.

Service isn't just a part of our name, it is who we are. Our company has been developed with this basic principle in mind. We would welcome the opportunity to custom tailor a solution to your refrigeration services needs.



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Welcome, New Clients!

We would like to welcome the following customers, who have realized the many benefits of a preventive maintenance agreement with Cary Services this quarter in Texas:

- Disability Resources of Abilene
- All God's Children of Zion Lutheran Church in Abilene
- Possum Kingdom Fire Department of Graford
- Big Burger of Hudson Oaks
- Fuzzy's Taco Shop in Weatherford
- Outback Steakhouse locations in Fort Worth and Lewisville
- Days Inn and Suites in Mineral Wells.

Thank you for the opportunity to serve you!



Contact Us Toll Free 24/7 | 888-229-1757

Abilene | 325-695-7283 | Mark Cary, Chairman/CEO | Tony Cary, Vice President of Field Operations

D.F.W. & North Texas Region | 817-596-9877 | Kevin Dean, General Manager

Big Spring - Midland & Odessa | 432-264-7192 | 432-617-0173 | Charlie Beall, General Manager

San Angelo | 325-994-2580 | Jerry Eichhorst, General Manager

Visit us online at www.caryservices.com

Jump-Start Your Brain With Music

You can't summon inspiration with a flick of the radio dial, or a tap on your iPod. But music can set the stage for creativity. Certain types of sounds can stimulate alpha waves in your brain, which normally occur when you're close to sleep. The relaxed sensations created by alpha waves can lower your mental barriers and help you see new connections and possibilities.

Experiment with using music to spur your creative juices by remembering these guidelines:

- **Don't play music nonstop.** It may distract you when you need to focus your attention on details. You may also train yourself to tune it out. Use music when you need a boost. The best time is usually the mid-afternoon, to get through the post-lunch energy slump.
- **Choose the right music.** What's right? That depends on your own tastes, but many creative types find that classical music of the baroque style relaxes their mind and makes them more receptive to new ideas.
- **Keep your balance.** You need a variety of fast-paced and slower music, or your brain will get tired quickly. Choose music you're familiar with, so you can pay attention to it without being unable to do other things. It should be rhythmical but not too repetitive, so your mind can wander freely.
- **Be patient.** Just turning on a song won't instantly turn you into a genius. Feed your mind in other ways, with art, games, and sufficient rest so you're ready and able to be creative when the time is right.



Key To Success: Showing Up On Time

Are you always running late? Maybe you're legitimately busy, but sometimes chronic lateness springs from other factors. The danger is that being late all the time will give you a reputation for being undependable and/or careless.

Take better control of your time by considering these psychological causes behind being constantly behind schedule:

- **Adrenalin.** For some people, rushing to every meeting and event provides excitement. If you're enjoying the chase too much, look for other activities to fill your need for thrills. Skydiving, anyone?
- **Control.** Making other people wait for you—instead of the other way around—is one way to keep the reins tight. The problem is, important people like customers and your boss don't like it. Remind yourself that other people's time is important, too.
- **Validation.** Being busy can be one measure of success—"Look at all the customers/projects/important tasks I've got to do!" But if you overextend yourself, you'll burn out. Teach yourself to track other metrics that don't overwhelm your day.
- **Anger.** Sometimes we "punish" people by forcing them to waste time waiting for us. This rarely solves any problems and may exacerbate them. If you've got an issue, talk it out openly. You'll both save a lot of time.

Zig's Words Of Wisdom

Motivational writer and speaker Zig Ziglar has a lot to say, and his words have inspired thousands of people to reach for and achieve their dreams. Here's a selection of some of his most powerful quotes:

- "You can have everything in life that you want if you will just help enough other people get what they want."
- "The greatest good we can do for others is not just to share our riches with them, but to reveal theirs."
- "Your attitude, not your aptitude, will determine your altitude."
- "Every choice you make has an end result."
- "If you learn from defeat, you haven't really lost."
- "If you wait until all the lights are green before you leave home, you'll never get started on your trip to the top."
- "Sometimes adversity is what you need to face in order to become successful."

Free Up Your Schedule

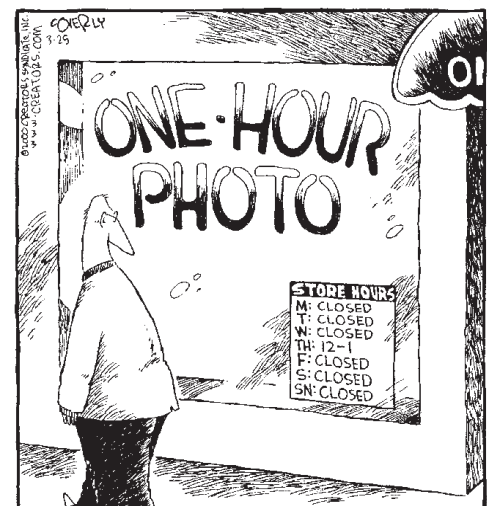
Managing your time better is often a matter of identifying the tasks you don't really need to do.

Here's one approach: Write up a list of everything you do during the day. Then analyze your list by asking: "Who could take care of this if I got sick?" This will help you identify both the chores you can delegate and the workers capable of taking them on.

You'll simplify your life, and your team will get added experience and responsibility.

SPEED BUMP

Dave Coverly



The Best Managers Are Effective Coaches

A key responsibility of every manager is helping employees develop and learn. It's a challenge that calls for coaching that's active and involved. Here are five tips to help you develop solid coaching skills:

1. **Delivery is as important as the message.** Before you shoot off some constructive feedback, ask yourself whether your attitude is oriented toward problem-solving or punishment. You need to give feedback that's geared toward getting positive results, not demoralizing your people.
2. **Tailor your coaching to the individual employee's style.** People learn in various ways. Some prefer hands-on experience, whereas others focus on visual learning, for example, by reading a book. When you coach, take a minute to adjust your message to fit the person's learning style and level of experience.
3. **Coaching takes time and patience.** Sometimes you may feel too busy to provide more than a cursory answer to a question asked by an employee. But the expedient approach may cut you off from valuable information and create problems in the future. Sometimes making a little more effort to help and encourage an employee goes a long way in developing more-productive workers.
4. **Explore the options.** Providing solutions to problems is easy, but exploring the possibilities is much more effective. The process of analyzing problems and solutions teaches workers critical thinking, consequences, creativity, and cost-benefit analysis. When employees are faced with problems or difficult tasks, coax out the solutions by asking open-ended questions.
5. **Coaches copy the best coaches.** Find good coaches, inside your industry and in other areas, to learn from and emulate. Apply what you observe to your workplace.

Can You Trust That E-Mail?

E-mail is quicker and more informal than regular mail—and maybe less trustworthy. The *Journal of Applied Psychology* has published a study observing that people are 50% more likely to lie in an e-mail than when writing letters or notes by hand. This is in line with other research showing that people are more likely to lie in text messages than when talking in person or on the phone.

Most people apparently think of e-mail as a conversation, not a stand-in for an enduring document like a letter, creating a sense of impermanence that makes fibbing a little easier—even when they're not offering to cut you in on a payment of \$20 million from an overseas bank account.

Practice The Positive Values Of Inspiration

Creativity isn't just a process. It's a value. To become more creative, you have to accept the beliefs and practice the behaviors that help creativity to flourish. For a more inspired and creative life, here are a few of the values you should live:

- **A sense of wonder.** Don't take a cynical, seen-it-all attitude. Pretend you're a child experiencing everything in life for the first time. Ask questions about the world around you.
- **Pursuit of ideas.** Don't hold back. As soon as you feel a spark of interest in something, regardless of how "practical" it seems, let yourself go with it. Follow your ideas wherever they take you.
- **Courage.** You've got to be fearless and not worry about what others may think. Don't try to be like everyone else. Take your own approach, whatever you're doing.
- **Patience.** You can't hurry creativity, so take time to ponder your ideas. Sit down, relax, have a cup of tea, and think things over. That's usually how the best ideas bloom.



Trivial Matters

- 1) Since the turn of the 21st century, how many times has the U.S. first-class postal rate increased?
 - a) 2 times
 - b) 4 times
 - c) 6 times
 - d) 11 times
- 2) Which Knight of the Round Table has a pure heart that gave him the strength of 10 men?
 - a) Sir Galahad
 - b) Sir Percival
 - c) Sir Gawain
 - d) Sir Lancelot
- 3) Which is the most commonly used five-letter word in the English language?
 - a) which
 - b) these
 - c) where
 - d) would
- 4) Which is the westernmost nation in Europe?
 - a) Portugal
 - b) Ireland
 - c) Iceland
 - d) Norway
- 5) Which of these weight measurements is the heaviest?
 - a) kilogram
 - b) stone
 - c) hundredweight
 - d) short ton

Answers: 1) c (The rate has increased from 33 cents to 44 cents in that span.) 2) a 3) a 4) c 5) d

Did You Know? . . .

We offer 24-hour/7-day-a-week services, with our trained, professional service technicians. Give us a call locally or toll-free. We're ready to help!

To contact our Centralized Service Dispatch, call toll-free: 888-229-1757

Abilene: 325-695-7283

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Visit us today online at www.caryservices.com

Cary Services is the proud recipient of the Better Business Bureau Torch Award (2005) for Marketplace Ethics



We're Growing!

Stacy Early Joins The Cary Services Team

Our newest administrative assistant in the Abilene corporate office is Stacy Early, who is currently working in support of the Permian Basin and North Texas territories. Stacy is originally from Merkel, Texas, and has been in Abilene for 10 years. She recently became engaged to her fiancé, Robert Shook.

Stacy brings six years of previous customer service experience in the medical field, and has already proven to be very customer-oriented. She has a positive attitude, loves to work, and is an excellent team member. She has embraced each new learning experience as an opportunity to become more knowledgeable about our industry.

Stacy is typically one of the first to arrive at the office in the morning and always has a smile and a "Good morning" for everyone she greets. Jennifer Rainey, the office supervisor, says that she is an asset to the company and our administrative team.

We are excited to have this talented young lady join us in support of our field, management and sales associates, and especially our VALUED CUSTOMERS! We look forward to her continued contributions to making dealing with Cary Services the best customer experience it can be.

Please don't hesitate to call and share your suggestions and/or concerns. It will only help us to better serve YOU! After all, isn't that why you call us?



Stacy Early, our newest administrative assistant.

We're doing our part. This newsletter is printed on environmentally-friendly paper—50% recycled, using 25% post-consumer waste, and is composed of a mixture of fibers from certified forests, post-consumer recycling processes and fibers from other controlled sources.



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